

### EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Michael Cuiello on 3/23/10.

The application has been amended as follows:

59. (Currently Amended) A terminal comprising:  
one or more receivers configured to receive:

a video program at the **terminal**, wherein the video program includes a plurality of virtual object locations within a sequence of video frames, a plurality of virtual objects, wherein the virtual objects are displayable in the virtual object locations, the virtual objects are targeted to a plurality of different groups of viewers, and the plurality of virtual objects are separate from the video program, and  
a plan including rules for the selecting at the terminal, for each virtual object location, a virtual object of the plurality of virtual objects to display in that virtual object location based on measures of compatibility between image content surrounding that virtual object location and each of the different groups of viewers; and

one or more processors configured to:

select, for each virtual object location, the virtual object of the plurality of virtual objects to display in that virtual object location based on the plan, and  
output the video program with each virtual object location displaying the virtual object selected to be displayed for that virtual object location.

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***Allowable Subject Matter***

Claims 28, 29, 32, 37, 38, 44, 48-56, 58-67, and 69-70 allowed.

The following is an examiner's statement of reasons for allowance:

Prior art either alone or in combination doesn't show or teach "a plurality of virtual objects targeted to a plurality of different groups of viewers, wherein said operations center is configured to communicate with a terminal;

identifying at the operations center a plurality of virtual object locations within each of a plurality of frames of a video program;

creating a plan which includes rules for selecting, for each of the virtual object locations, one of the plurality of virtual objects to display in that virtual object location, the rules based on measures of compatibility between image content surrounding that virtual object location and each of the different groups of viewers; and

transmitting, from the operations center, said video program, one or more of the plurality of virtual objects, and said plan to said terminal, wherein said one or more of the plurality of virtual objects are separate from said video program." in combination with other features.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Contact Information***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SIMON KE whose telephone number is (571)272-4062. The examiner can normally be reached on M-Th and Alternate Fridays 8:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dennis Chow can be reached on (571) 272-7767. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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Primary Examiner, Art Unit 2174